FREDERICK LOESER & CO.

TWELVE PAGES

Statistics and Result of the War---Digging Out Germany's Navy---War Prisoners---Foreign News---Theatres---Music---Books---Queries

NEW YORK, SUNDAY, OCTOBER 4, 1914. - Congright, 1914, by the Sun Printing and Publishing Association

BROOKLYN ADVERTISEMENTS

FREDERICK LOESER & CG.

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Women's \$6.50 to \$15 Sweaters at \$5

ST ONE HUNDRED in an Anniversary Sale of notable interest. They are of highest class of workmanship and quality, one, two and three of a kind, and among the most beautifully designed Sweaters which have ever been offered even at the full prices.

Rolling collar and shawl collar Sweaters; also some V neck models with pockets and some belt styles. In white, gray, heather and a few of the new colors. Values up to \$15 for \$5.

Fulton Street Bond Street

BROOKLYN - NEW YORK

Women's 2-Clasp German Kid Gloves, 690

IN PLANNING FOR AN ANNIVERSARY VALUE from the Glove Store we could not have secured a more important offering than this.

These Loeser German kid Gloves are made in two-clasp style with three rows of embroidery on back and are excellent in every

detail.

We have them in black, white, tan, brown and gray. Price 69c

The Finest Opportunity Ever Afforded in New York

Loeser Semi-Annual Piano Sale \$250,000 in Guaranteed New and Used Instruments. Savings Up to \$600

THE GREATEST PIANO SALE ever held at Loeser's, or any other store in New York, be-

It is a Sale which includes more than a quarter of a million dollars worth of guaranteed and used instruments.

It is a Sale which affords the largest savings ever given on used Pianos (up to \$600)as well as the largest savings on new instruments (up to \$275).

It is a Sale which sets new low levels of price for Pianos such as musicians will approve

—a Sale which puts a thoroughly worth-while instrument within reach of almost every family.

Make Your Own Terms Within Reason

Consider now the question of buying a Piano or of exchanging your Piano for a Player-piano. Talk it over in your family circle. Determine just how much you wish to invest—how you could most conveniently pay off that investment.

Suggest your own plan of payments-this is a privilege which is exclusive to Loeser's-which you not find in force in any other Piano store in New York.

Unless your plan of paying for the instrument is beyond the bounds of what we consider good busi-

Because at the time of preparing this advertisement it is impossible to tell what instruments will be sold before Monday, we reprint the entire list. Other instruments than those listed are to come from our repair rooms, however, and we have no doubt of being able to supply, if not the particular instrument selected, at least as great a value for the same price.

not trie part treatment			crected, at reast as			for the same price.		
Originally		Now	Originally		Now	Player niano	laver nianos	
Liegout\$	250	\$ 50		350	150	Player-piano	5	
Ihlsing	250	75		400	150	Originally	Now	
Tway	300	85		350	150	Euterpe\$500	\$225	
	10000	· 101100			150	Aeriola 500	295	
	300	85		400	150	Schumann 550	325	
Rehbein	300	95		300	165	Emerson Angelus 850	325	
Reiman	250	95		350	165	Amfionola 600	325	
Ridgeway	198	95		400	165	Heller-Gulbransen , 600	350	
Schumann		105		$\frac{375}{425}$	165	Mellatona 395	350	
The state of the s		CD 100 (100)		250	165 165	Gordon & Son 395	350	
	300	110		350	165	Gordon & Son 395	360	
New York Piano Co.	250	110	Ivers & Pond	450	165	Gordon & Son 395	365	
Peek & Co	300	115		375	165	Heller 600	375	
Leins	300	115		400	165	Gordon & Son 425	375	
	350	115		375	165	Gordon & Son 425	385	
			Walters	275	165	Gordon & Son 450	385	
Biddle	400	115		350	165	Gordon & Son 425	395	
	250	115		300	175	Tremaine 450	395	
Richmond	300	115		450	175	Tremaine 450	395	
Tway		1	Ridgeway	225	175	Bjur Bros 450	395	
	300	1		350	175	Winter 800	400	
The state of the s	300	125	Pease	375	175	Gordon & Son 450	410	
	300	125	Campbell	250	175	Tremaine 450	415	
	250	125	Bailey	250	175	Winter & Co 800 Heller 600	415	
	350	125	Decker Bros	300	175	Heller 600 Tremaine 525	425 425	
	250	125	Gordon & Son	198	179	Tremaine 495	450	
The state of the s	350	125	Gordon & Son	198	180	Bjur Bros 550	495	
	400	125	Gildermeister &			Estey 595	500	
The state of the s	300	125		350	185	Estey 650	525	
The second secon	300	135	Kring	400	185	Bjur Bros 575	525	
	198	135	Heller	300	185	Gabler 600	525	
	$\frac{250}{300}$	135		450	185	Bjur Bros 575	525	
	350	135		350	185	Gabler 600	525	
J. & C. Fischer	400	135		350	185	Bjur Bros 575	540	
Ouvrier & Co	300	135	Webster	350	185	Gabler 600	550	
	300	135		450	185	Estey 595	550	
New England	450	135	Gordon & Son	250	185	Estey 675	615	
Erhardt	250	135	Chickering	450	195	Kranich & Bach 800	695	
Gabler	350	135	Sterling	425	195	Kranich & Bach 850	725	
Walters	250	135	Chickering	450	195	Kranich & Bach 850	750	
Schumann	300	135	Bradbury	350	195	Kranich & Bach 825	775	
Schiller	250	135	Sterling	425	195	Kranich & Bach 850	795	
Gordon & Son	250	135	Sohmer	450	195	Kranich & Bach 850	800	
Biddle	400	135	Jacob Bros	400	195	Kranich & Bach 850	800	
Wheeler	300	130	Ivers & Pond	500	195	Kranich & Bach 875	810	
. Marshall & Wendell.	375	140	Shaw	350	195	Cabinet Dlaw	0 40	
Wheeler	350	145	Horace Waters	450	195	Cabinet Play	ELS	
James & Holmstrom	350	145	Bradbury	350	195	Originally	Now	
Weser Bros	300	145	Warren	250	195	Angelus, with organ		
Witney	350	145	Lester	400	200	attachment\$250	\$15	
Schumann & Sons	300	145	Russell	250	200	Apollo, with 25 rolls 250	30	
J. C. Wheeler & Co.	300	145	Thayer	300	205	Sterling, with 50		
Leckerling	300	145	Heyser	325	205	rolls 250	95	
Reiman	250	150	Weser	350	210	Hardman, with 50		
Augustus Baus	250	150	Holmes	325	210	rolls 250	100	
Bradbury	450	150	Russell	250	210	Chase & Baker, with		
Wheelock	400	150	Warren	250	210	50 rolls 300	100	
Haines Bros Marshall & Wendell.	350	150 150	Harrington	350	215	Pianola, with 50 rolls 300	100	
		150	Pease	$\frac{425}{400}$	215	Pianola, with 50 rolls 300 Pianola, with 50 rolls 300	110	
Newby & Evans	300	150	winter & Co	400	215	rianoia, with 50 rolls 300	125	

A Reliable NEW \$250 Upright Piano for Only \$150

A genuine, provable saving from the prices which the same instrument is bringing elsewhere. Because of the fact that these Pianos are now being sold at their full, regular prices by many other dealers throughout the United States we have consented to omit the name of the make in our advertising. The Piano is one which you will recognize and respect—on sight. It has maintained a reputation for thorough worth for three generations. It will satisfy the most discriminating of our patrons. This is the first time Loeser's has ever been able to provide so great a saving on an instrument of

this caliber. It may well be the last time, since this is a special purchase of the stocks held in branch ales rooms which have been discontinued.

YOU MAY MAKE YOUR OWN TERMS—WITHIN REASON. This is the fairest purchasing

an ever afforded. The saving is the largest ever offered in New York on instruments of equal worth. The and ever alforded. The saving is the largest cross of the largest and anos are beyond reproach as to quality.

	Now is the til	me for ev	ery economically	minaea	man or	woman to	invest in	n a Plano or Playe	r-plan
\$2	50 Upright	Piano,	\$150—Saving	\$100	\$450	Upright	Piano,	\$265-Saving \$	185
			\$205—Saving		\$400	Upright	Piano.	\$235-Saving \$	160
			\$215 —Saving						
			\$215—Saving					\$250—Saving \$	
\$3	25 Upright	Piano,	\$225—Saving	\$100	\$500	Upright	Piano,	\$275—Saving \$	225

Anniversary Values in Dress Goods \$1.85 to \$2.50 Imported Broadcloths \$1.49

DART OF OUR ANNIVERSARY PREPARATIONS have resulted in securing thousands of yards of fine Dress Goods in the most fashionable weaves of the season, and, as the day's eature is ECONOMY, we have made astonishingly little prices.

Take this lot of Broadcloths as an example. They are all imported Broadcloths, sponged and shrunk with a lustrous satin finish; 52 inches wide.

Alice, Havana, brown and navy. Values up to \$2.50 for \$1.49 a yard.

\$1.10 Granite Cloth, 69c A good wearing fabric; of pure worsted, with a crisp finish; 49 inches wide; in garnet, two shades of

navy, shades of brown, Copenhagen, green and black. 50-Inch English Costume Serge at 59c Made in England of fine worsted yarns. In medium and dark navy; also black. \$1.25 to \$1.50 Imperial Navy Serge, \$1

With Serges one of the most popular weaves of the season this offer will surely attract attention.

They are fine twill Imperial Serges in navy and ravenswing blue; 50 inches wide.

\$1.25 Black 50-Inch Serge at 79c \$2.75 Black Imported Spotproof Broadcloth, \$1.95 \$1.10 Black 49-Inch Granite Cloth at 69c. \$1.10 Black 50-Inch Cheviot at 69c

Now We Come to a Mile Post On the Road-Anniversary

TWELVE YEARS AGO the completion of the Bond street corner of the Loeser Store set us four square on the path of progress and gave to Brooklyn what was then and has ever since, by steady growth, continued to be one of the great Stores of America.

We like to mark this period of the year in a special way and since these large buildings and all they contain have developed through the ideal of PUBLIC SERVICE, the best celebration seems one that shall carry that ideal still further.

Therefore, after careful preparation in which the whole Store has been concerned, we announce for to-morrow a

Tremendous Values Never Equaled Here or Anywhere

\$6.50 to \$7.50 Marie Antoinette Curtains, \$4.98 Pair. 25c to 39c Fancy Curtain Scrims, 19c Yard. \$1 to \$5 Nottingham Lace Curtains, 65c to \$2.75 Pair. Untrimmed Velvet Hats at 98c to \$1.98. Men's \$1 to \$2 Soft Shirts, 59c.

Boys' \$4 and \$5 Mackintosh Sets, \$2.95.

35c Linen Huck Towels for 25c. Anniversary Price Economies in Bedspreads and

Blankets. 50c to \$10 Books at 5c to \$4.50. \$2.50 Gold Hat Pins, \$1.50 Pair. Loeser 10c Toilet Ammonia for 8c, Large Bottle. \$1 and \$1.50 Brassiere and Dress Shields at 50c. 35c White Crepes at 25c Yard.

Men's, Women's and Children's 25c Hosiery, 3 Pairs for 25c. Men's, Women's and Children's 25c and 35c Hose,

3 Pairs for 50c. Women's 35c to \$1.35 Silk Hose, 25c to 85c. Men's 35c to \$3.50 Silk Socks, 25c to \$1.69. Men's 75c to \$2 Winter Underwear at 49c to \$1.10.

Women's 25c to 65c Underwear at 16c to 39c. Men's \$15 to \$18 Fall Suits and Overcoats at \$12.50. \$12 to \$38 Brass Bedsteads at \$8.75 to \$26.50.

\$24 and \$36 Hair Mattresses at \$18.50 and \$29. 19c to \$3.50 Laces for 5c to 98c. \$1.65 All Silk Colored Crepe de Chine, 40-Inch at

\$1.29. \$1 All Silk 36-Inch Black Satin Messaline at 69c. 35c to \$1.50 Imported China Placques at 17c to 75c. Men's and Women's \$2.50 Umbrellas at \$1.59.

\$15 and \$20 Lamps for \$9.98. 65c to 75c Embroidered Flannels, 59c. Women's \$1 to \$1.25 Nightgowns at 59c. Playing Cards, Linen Finish, 2 Decks for 25c. Extra Values in Fur Muffs, Coats and Sets. Hand Embroidered Pieces at Half Price and Less.

Needlework Store. \$50 Fine Limoges China Dinner Sets, \$25. 50c to \$2.98 Short Lengths of Dress Trimmings, 25c

to 98c Yard. 121/2c to 50c Handkerchiefs, Slightly Soiled, 5c to

25c to \$1 Leather Belts at 10c Each. \$8 Cut Glass Fruit Dishes at \$2.98. \$2.50 Pearl Bead Necklaces at \$1.50. \$1 Corsets at 50c Pair.

Women's \$6.75 Quilted Japanese Robes at \$4.95.

None Sent C. O. D. No Mail or Telephone Orders Filled

\$15 to \$22.50 Imported Blouses at \$5 \$3 to \$5 Chiffon Blouses for \$1.98

WOMEN WHO KNOW the character of Blouses always found at Loeser's will best appreciate this series of extraordinary values which we have succeeded in gathering to mark our Applyoreary Not even here have such values as these appeared for many months

There are only fifty of the Blouses for \$5. All are the fine product of such Parisian makers as Christianne, Maurice Mayer, Bichlu and others. Of pretty French fabrics, satins, taffetas, chiffon, net and crepe de chine in a variety of up-to-date models. As there is but one of a kind individual descriptions are not attempted. Colors show a splendid range, greens, blues, white; also light and medium color combinations.

Also at this price are some high grade Blouses of crepe de chine, chiffon and silk of American makes. Semi-high neck models in a variety of the new shades such as plum. Hague blue, Russian green, etc., and a collection of Roman striped Waists with collars of white satin or pique. Also included in this assortment are some white satin, white crepe de chine and white taffeta Blouss. All at \$5 each. None sent C. O. D. No mail or telephone orders filled.

The \$3 to \$5 Chiffon and Silk Blouses for \$1.98

include Blouses of chiffon, silk and crepe de chine and a special lot of one hundred new Blouses of chiffon in light blue, pink and yellow; also a few in dark tones, such as copper and navy blue. Many pretty styles are offered for choosing; surplice effects with fine knife plaiting; others semi-low neck and three-quarter sleeves. Also medium and dark colored Waists which have been taken from our own stocks and which show slight signs of handling. ON SPECIAL MAIN FLOOR TABLE. None sent C. O. D. No mail or telephone orders filled.

Anniversary Sale of Floor Coverings Domestic and Oriental Rugs: : New Low Prices

FIRST, a disposal of fine domestic Rugs secured at marked advantage from some of the best mills in America. SECOND, a continuation of the Sale of Oriental Rugs which has afforded unusual opportunity to buy exceptionally

well chosen Turkish and Persian Carpets at very low prices. Never in any previous Anniversary Sale have we had better values or larger stocks.

\$2.25 Velvet Rugs, 27x54 ln., \$1.75 \$7 to \$9.50 Wilton Rugs, 36x63 In., \$15 Velvet Rugs, 6x9 Ft., \$9.50 \$4.95 to \$7.40 \$25 Velvet Rugs, 9x12 Ft., \$19.50 \$40 Wilton Rugs, 8.3x10.6 Ft., \$31

Deep pile velvet in Oriental designs which more nearly approach

\$42 Wilton Rugs, 9x12 Ft., \$31.75 the rich colorings of the genuine than any Rugs we have offered for carried at Loeser's-the such small prices. They come from products of the best makers. Many makers of the greatest prominence and all are capable of giving an unusual amount of service.

\$15 Axminster Rugs, 6x9 Ft., \$11

\$25 Axminster Rugs, 9x12 Ft.,

manshahs, Sarouks and other fine ersian Rugs—many of the designs to taken from famous antiques.

All are serviceable and the coleasy cleaning of the floor covering Persian Rugs-many of the designs are taken from famous antiques. lection is especially rich in the me- is a factor.

at near these prices.

Such qualities as are regularly \$21 Axminster Rugs, 8.3x10.6 Ft., \$17 Body Brussels Rugs, 6x9 Ft., \$18.50

\$26 Body Brussels Rugs, 8.3x10.6, \$19.50 \$22.50
Faithful reproductions of Kir- \$28 Body Brussels Rugs, 9x12 Ft.,

These are very dium-toned designs which are so weaves in allover brown and tan much wanted and which will go figured grounds. They will be admirable in any home.

with almost any color scheme. \$1.25 Axminster Carpets, 98c \$1.45 Axminster Carpets, \$1.29

Deep pile, strongly woven Carpeting in patterns suitable for parlors, dining rooms, halls, bedrooms, etc. \$1.25 Wool Velvet Carpets, 99c

\$1.65 Wilton Velvet Carpets, \$1.35

An especially large assortment of hall and stair patterns as well as many designs which will be suitable for rooms. 100 Bales of Oriental Rugs

\$15 to \$2,100 Rugs at \$9.50 to \$1,350. Irans, Kirmans, Kazaks, Baluchistans, Mosseuls, Bokharas, Ispa-

hans, Mesheds, Mahals, Gorevans, Afghans, Anatolians and Kashans in hundreds of the most beautiful designs we have ever seen. All were specially chosen by a high official of the former Persian Government and are rarely beautiful and characteristic as well as being exceedingly low priced. We have never offered so comprehensive a collection as this at the present figures, nor have we ever seen Rugs of such notable beauty

Third Floor.

Anniversary Sale of Oil Paintings

Reductions of 25 to 331/3 Per Cent. Which Are Most Remarkable Under Present Conditions.

5 AN ACCOMPANIMENT to the record-breaking Anniversary Sales the Loeser Art Galleries offer a sale of Framed Oil Paintings.

The Sale is remarkable because of the fact that the war has created a general scarcity of good foreign canvases and to be able to have choice from such a worthy collection is most extraordinary aside from the advantages of paying a full fourth to a third under the

The Paintings include the works of some of the most famous The subjects cover a very extensive range. Here is a par-

The Oasis, by A. Legrand \$25
Interior of a Dutch Home, by de Mizanda \$50
The Favorite, by P. Savin \$18.75 \$23 The Apple Gatherers, by Jardinez.....\$100 Playmates, by E. Rode. \$150
A Moonlight Marine, by de Ribcowsky. \$75
Landscape, by T. Rollins. \$125
The Valley in Bloom, by Gaston Anglade. \$100 \$100 \$50 A Day in the Country, by P. Berge\$115 Village Road to Flanders, by Barbarinf\$100 \$86.25 At the Fountain, by J. Alsina. \$190
Caught in a Trap, by Alonzo Perez. \$225
Spanish Villas, by Sanchez. \$65
Sheep in Pasture, by M. Rousseau. \$135
Normandy Women at Home, by Tanoux \$300
Shoefeld by G. Monbart. \$40 \$127.50 \$48.75 \$225 Sheepfold, by G. Manhart. \$40
A Question of Love, by A. Saufert. \$75
Ladies in the Park, by F. Bare. \$85
Planning the Future, by A. Telsor. \$65 \$62.50 Sunset, by E. C. Hamblin. \$25

Moonlight in the Lofotes, by O. Brystorp. \$27.50

Approaching Storm, by H. Solbrig. \$60

On the Riverside, by D. Mascart. \$50

Women's \$5 Boots, \$3.15

SPECIAL ANNIVERSARY PRICE sacrifice and women will find these Shoes up to Loeser standard in quality. style and workmanship.

Only a few hundred pairs altogether, including patent leather and calfskin Shoes with kid or cloth tops; also a limited number of tan calfskin Boots.

Shoes that are regularly \$5 a pair for \$3.15.